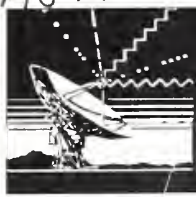


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2761

April 19, 1996

USDA OPENS TRADE OFFICE IN SHANGHAI -- Agriculture Secretary Dan Glickman has announced the opening of an Agricultural Trade Office in Shanghai, China. Glickman said, "We are acutely aware of the tremendous surge in U.S.-Chinese agricultural trade and its growing importance to both of our nations. Shanghai is the gateway to China's vast eastern and central market. This region of roughly 400 million people is larger than the population of many major countries with whom we have trading relationships." The U.S. Department of Agriculture's Foreign Agricultural Service (FAS) is opening the office to help U.S. exporters tap into this growing market. U.S. food, fish and forestry exports to China in fiscal year 1995 were \$2.5 billion, making it the ninth largest market. The Shanghai opening brings to 13 the number of agricultural trade offices operated by FAS. These offices are centers for U.S. export sales promotions and contact points for importers seeking to buy agricultural products from the United States. The agricultural trade officer is Scott Reynolds. **Contact: Glen Kaup (202) 720-3329.**

USDA ANNOUNCES ONE-TIME SIGNUP PERIOD -- Producers wishing to enroll their farms in a Production Flexibility Contract must do so during a one-time signup period from May 20 through July 12. Authorized by the 1996 Farm Bill, the contracts are for seven years, beginning in 1996. Secretary of Agriculture Dan Glickman said, "I wish to stress that this is the only opportunity producers will have to enroll and those who fail to do so now will not be eligible at a later date. There will be no further additional signups except for land coming out of the Conservation Reserve Program. This is required by the 1996 Act, and I have no discretion to extend this date." Glickman reminded producers that compliance with conservation and wetlands provisions continues to be a condition of participation. The total amount of payment a person may receive in any fiscal year may not exceed \$40,000. A producer may enroll all or part of the farm's contract base acreage in the program and, after signup, may request a permanent reduction in the acreage without penalty. Payment and loan rates will be announced soon. **Contact: Dann Stuart (202) 690-0474.**

FOOD STAMP PARTICIPATION CONTINUES TO DECREASE -- Continuing steady declines in food stamp participation resulted in savings of more than \$1 billion between August 1994 and January 1996. January participation totaled 25.90 million people, down by more than one million from January 1995. December participation included 25.88 million people, down by more than one million from December 1994. Secretary of Agriculture Dan Glickman said, "The continuing decline in food stamp participation means significant savings to the taxpayer." January was the 18th consecutive month in which food stamp participation was lower than it was in the same month in the previous year. **Contact: Alicia Bambara (703) 305-2039**

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USDA'S TEAM NUTRITION REACHING MILLIONS OF CHILDREN -- Team Nutrition, the U.S. Department of Agriculture's program to improve school meals and promote the health and nutrition education of children, is already reaching millions of children at thousands of schools with its dietary messages of lower fat, more variety, and more fruits, vegetables and grains. Launched last June as a tool to help implement USDA's School Meals Initiative for Healthy Children, Team Nutrition has strategically partnered with and developed an extensive network of more than 200 organizations ranging from top health and industry organizations and federal agencies to local community businesses representing food, agriculture, nutrition, health and education. During the next few months, Team Nutrition will announce new partnerships and programs to reach middle and senior grades. Also, a family, food and resource guide will be released in commemoration of the 50th Anniversary of the National School Lunch Program that will be filled with family activities and 50 nutritious, economical, kid-friendly recipes. **Contact: Alicia Bambara (703) 305-2039.**

USDA/AMERICORPS COMMEMORATES OKLAHOMA BOMBING -- The U.S. Department of Agriculture's AmeriCorps members nationwide will observe April 23 as a Day of National Service with treeplanting and other activities to commemorate the first-year anniversary of the bombing of the federal building in Oklahoma City. AmeriCorps/USDA members from Cheyenne, Sentinel and Woodward, Oklahoma, will join members of other organizations in Oklahoma City to plant trees, present educational programs concerning conservation, and conduct cleanup and repair activities at the Mark Twain Elementary School, a mile from the bombing site. The school was slightly damaged by the explosion, but did not qualify for special funding for repairs available in the wake of the bombing. On April 19, the actual anniversary of the explosion, AmeriCorps/USDA members in Claremore, Oklahoma, participate in two treeplanting ceremonies at the Rogers State College Conservation Reserve. **Contact: LeRoy Tull (405) 742-1207.**

DEPUTY UNDER SECRETARY APPOINTED -- The U.S. Department of Agriculture announced the appointment of Mary Ann Keeffe as Deputy Under Secretary for Food, Nutrition and Consumer Services. Keeffe most recently served as deputy administrator for special nutrition programs at USDA's Food and Consumer Service where she was charged with overseeing child nutrition programs, including the School Lunch and School Breakfast Programs; the Special Supplemental Food Program for Women, Infants, and Children; the Commodity Distribution Programs; and nutrition education and technical services activities. In her new role as Deputy Under Secretary, Keeffe will be responsible for policy and program development for the Food and Consumer Service's 15 food assistance programs. Keeffe also will help oversee Team Nutrition, USDA's nationwide program designed to support schools in providing healthful school meals and to educate children about good nutrition. **Contact: Alicia Bambara (703) 305-2039.**

FAX AND INTERNET -- Radio and TV programming information and *Broadcasters Letter* can be obtained through USDA's AgNewsFax or from USDA's Home Page. **FAX:** Use fax phone to call (202) 690-3944. At voice prompts, press 1, press 4, then to receive **Broadcasters Letter**, press 9200; radio newslines information, press 9250; TV contents billboard, press 9260; TV scripts, press 9270. After all selections, then press #, press 3, and press the **start** button on fax machine. **INTERNET:** Address for this letter is <http://www.usda.gov/news/bdcaster/bdcaster.htm>.

FROM OUR RADIO SERVICE

AGRICULTURE USA #2029 -- The new Farm Bill will dramatically change the world of U.S. agriculture. It is important to remember that the Farm Bill is for both producers and consumers. Gary Crawford reports on this revolutionary legislation. **(Weekly cassette -- five minute documentary).**

CONSUMER TIME #1506 -- Early spring gardening. Spring lawn care. Pruning out the deadwood. A food stamp reserve request. Teaching Native American Children about their conservation heritage. **(Weekly cassette -- consumer features).**

AGRITAPE #2020 -- It's a bull market for grains. Grain "rationing." Farmers and the new telecommunications bill. IPM consultants. Does soil effect plant growth? **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Monday, April 29, crop progress and catfish production. Tuesday, April 30, agricultural prices. **These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: Patrick O'Leary reports on the Urban Resources Partnership and environmental program that was launched on Earth Day 1994. The program teams federal agencies and communities to solve problems. Lynn Wyvill reports on the New York City Watershed Project, a voluntary farmer-run, fully funded program aimed at protecting water quality. USDA's Natural Resources Conservation Service provided technical assistance for the program.

ACTUALITIES: Paul Johnson, chief of USDA's Natural Resources Conservation Service, outlines a series of environmental forums to be held next week throughout the nation. USDA Under Secretary of Agriculture James Lyons comments about Earth Day and agriculture.

SATELLITE COORDINATES FOR TV NEWSFEEDS: Thursdays from 3:45 to 4:00 p.m. ET, Telstar 402R (located at 89 degrees West), Transponder 13, Vertical Polarity, Downlink Frequency 3960 MHz.

****SATELLITE CHANGE:** Effective May 2-September 26, the satellite newsfeed coordinates will change to: Telstar 401(97 degrees West), Transponder 7, Vertical Polarity, Downlink Frequency 3840 MHz.

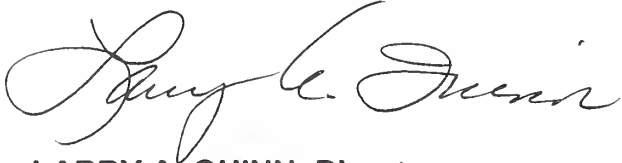
Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.

OFF MIKE

KANSAS FARMERS...can tune their tractor and pickup radios to the Kansas City Royals network (Topeka, KS) for a two-hour Farm Bill interactive discussion on Saturday, April 20, 5:00-7:00 p.m., reports **Sam Knipp**, manager of radio programs for the Kansas Farm Bureau, who will host the broadcast. He explains that this will be a "nuts and bolts" session about the Farm Bill featuring on-air guests: **Greg Frazier**, Chief of Staff, U.S. Department of Agriculture; **Gary Mitchell**, House Agriculture Committee staff; and **Chuck Conner**, Senate Agriculture Committee staff. Sam anticipates that some farmers who still may be planting corn at that time of day will call in from their tractor cellular phones to participate along with others having questions and comments. Kansas did get some needed snow and rain over last weekend, but Sam says he's heard reports that the state's leading wheat county of Sumner has plowed up 90 percent of its acreage because of lack of moisture.

CATTLE MARKET...has affected many of the South Dakota listeners who tune in **Don Wick** and **Judy Stratman** (WNAX, Yankton, SD). Don says the cow-calf producers are having a tough time, and other cattle producers are experiencing high feed grain costs. Even though there was snowfall within the last few days, planting is expected to begin by the end of the week. Don and Judy are on-the-air 30-35 hours per week with five-state weather information, auction market reports and general news for their wheat, corn, soybean and livestock producers. Don assumed the farm director position at WNAX last August and is currently President-Elect of the National Association of Farm Broadcasters (NAFB). He's already busy planning the program for NAFB's annual conference in November.

HALL OF FAME...has a new member. On April 12, **Orion Samuelson** (WGN, Chicago, IL) was inducted into the Chicago Journalism Hall of Fame. Congratulations, Orion!



LARRY A. QUINN, Director
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